



KNXV

**KNXV-TV
PHOENIX****ORDER**

Print Date 06/21/12

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Flight Dates 06/22/12-06/25/12Contract / Revision 302064 / Product Wil Cardon for Senate 2012Original Date / Revision 06/21/12 06/21/12 Agency Com 15%Billing ContactAdvertiser Cardon / Republican / Senat
PO Box 288
Alexandria, VA 22313Agency Media Placement TechnologBuying Contact500 N Washington Street - Suite #31
Alexandria, VA 22314Sales Office EWSDCSales Region NATAgency RefOrder Sep 00:20:00Estimate #Alt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes POL POL CANDProduct Codes PLPriority P-1Advertiser RefPrimary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 20% Market Value 26250

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	5250
KPNX	20%	5250
KPPX	%	0
KSAZ	20%	5250
KTVK	20%	5250
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
June 2012	5	\$3,230.00	\$3,800.00	0.00	05/28/12	06/24/12	5	\$3,230.00	\$3,800.00
July 2012	2	\$1,232.50	\$1,450.00	0.00	06/25/12	06/25/12	2	\$1,232.50	\$1,450.00
Totals	7	\$4,462.50	\$5,250.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
N 1	KNXV	06/25/12	06/25/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	M-----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 06/25/12	07/01/12	M-----		1		\$650.00		0.00					
N 2	KNXV	06/22/12	06/22/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 06/18/12	06/24/12	----F--		1		\$800.00		0.00					



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**KNXV-TV
PHOENIX**Contract / Revision **302064** Flight Dates **06/22/12-06/25/12**

Hiatus Dates

Original Date / Revision 06/21/12/ 06/21/12

Order Sep 00:20:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 3	KNXV	06/25/12	06/25/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/25/12	07/01/12	M-----		1				\$800.00		0.00			
N 4	KNXV	06/22/12	06/22/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/18/12	06/24/12	----F--		1				\$1,800.00		0.00			
N 5	KNXV	06/23/12	06/23/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/18/12	06/24/12	-----S-		1				\$1,000.00		0.00			
N 6	KNXV	06/24/12	06/24/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:30	2	\$100.00	P-6	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/18/12	06/24/12	-----S		2				\$100.00		0.00			
Totals														7	\$5,250.00